

WHAT IS CLAIMED IS:

What is claimed is:

1. A method of providing a video infomercial programming channel comprising the steps of:
 - (a) collecting prerecorded video advertising segments from third parties;
 - (b) overlaying additional information onto the video advertising segments;
 - (c) introducing the resulting video advertising from step (b) into infomercial programming to substantially fill a programming day;
 - (d) committing the programming to a schedule;
 - (e) providing the programming schedule to a programming guide service to include entries of the schedule into the guide for consumers; and
 - (f) distributing the programming to media outlets.
2. The method of claim 1, wherein the programming is sufficient to substantially fill a 24 hour day of programming.
3. The method of claim 1, wherein the video is long form.
4. The method of claim 1, wherein the programming is distributed via television, broadcast, Internet, or by video-on-demand.
5. The method of claim 1, wherein the entries in the media programming guide are listed in congruous order.
6. The method of claim 1, wherein the programming segments are loaded onto servers for video-on-demand.

7. The method of claim 6, wherein related archived prerecorded video advertising segments are also loaded onto the servers.
8. The method of claim 7, wherein after step (a) an additional step is to conduct research on the product or services or the advertiser.
9. The method of claim 1, wherein the programming guides are in electronic form.
10. The method of claim 1, wherein the programming channel is promoted on other channels.
11. The method of claim 1, wherein the additional information being overlaid is directly related to the product or services being advertised.
12. The method of claim 1, wherein a series of prerecorded video advertising segments directed to a plurality of products, services or products and services that are thematically related are combined and distributed within a given time block of the schedule for the programming channel.
13. The method of claim 12, wherein the time block ranges from about 30 to about 120 minutes.
14. The method of claim 1, wherein the perspective consumer is provided with a privacy guaranty.
15. The method of claim 1, wherein a potential consumer orders the products or services directly from or through the programming channel.
16. The method of claim 1, wherein additional information appears as a strip of textual information overlaid across the video advertising.

17. The method of claim 1, wherein additional information appears as a pop-up of textual information overlaid onto the video advertising.

18. The method of claim 15, wherein demographic information on the potential consumer is collected and sent to the programming channel.

19. The method of claim 18, wherein the distribution is via video-on-demand.

20. A method of providing a video infomercial programming channel comprising the steps of:

- (a) collecting prerecorded video advertising segments of products and/or services from third parties;
- (b) conducting research on the products and/or services;
- (c) overlaying additional information onto the video advertising segments;
- (d) introducing the resulting video advertising from step (c) into infomercial programming to substantially fill an entire day of the programming channel;
- (e) committing the programming to a schedule;
- (f) providing the programming schedule to a programming guide service to include entries of the schedule into a programming guide for consumers specifically indicating the product or types of products to be broadcast over the channel; and
- (g) distributing the programming to viewer through an interactive service.

21. The method of claim 20, wherein additional information that is overlaid onto the video advertising segments is related to the product and/or services.

22. The method of claim 20, wherein the additional information is related to the advertiser.

23. The method of claim 20, wherein additional information is related to the research conducted in step (b).

24. A method of providing a video infomercial programming channel comprising the steps of:

- (a) collecting prerecorded video advertising from third parties;
- (b) overlaying additional information onto the video advertising;
- (c) introducing the resulting video advertising from step (b) into infomercial programming to substantially fill an entire day of the programming channel;
- (d) committing the programming to a schedule; and
- (e) distributing the programming.

25. The method of claim 24, wherein the additional information is related to the product and/or services.

26. The method of claim 24, wherein the additional information is related to the advertiser.

27. The method of claim 24, wherein the additional information is based on research conducted on the product, services or the advertiser.

28. A system for providing a video infomercial programming channel comprising:

- (a) a central computer system for receiving and storing a plurality of digitalized prerecorded video advertising segments from third parties;
- (b) a video editing device for superimposing additional information specifically related to the product or services described in the segments;
- (c) an assembler for identifying and cataloging each of the resulting video advertising segments, assembling each of the segments into infomercial programming in a fixed temporal schedule to substantially fill a programming day, and storing the identification information and programming schedule; and
- (d) a communication system for transmitting the identification information and programming schedule to a programming guide service for including entries

of the schedule into a guide for consumers and for distributing the programming to media outlets selected from the group consisting of television, video-on-demand, Internet, and set-top box.

29. A system for providing a video infomercial programming channel via video-on-demand comprising;

- (a) a central computer system for receiving a plurality of digitalized prerecorded video advertising segments from third parties and storing in a database;
- (b) a video editing device for superimposing additional information specifically related to the product or services into information presented before the segment or directly onto each of the video advertising segments of the programming;
- (c) an assembler for identifying and cataloging each of the resulting video advertising segments; and
- (d) a communication system for distributing the programming to the Internet or digital television using a video-on-demand format for interactivity with a potential consumer.

30. A system for providing a video infomercial programming channel via video-on-demand comprising;

- (a) a central computer system for receiving a plurality of digitalized prerecorded video advertising segments from third parties and storing in a database;
- (b) a video editing device for superimposing additional information specifically related to the product or services into information presented before the segment or directly onto each of the video advertising segments of the programming;
- (c) an assembler for identifying and cataloging each of the resulting video advertising segments;
- (d) a communication system for distributing the programming to the Internet or digital television using a video-on-demand format for interactivity with a potential consumer; and

(e) a device to allow a potential consumer to browse the infomercial programming via a plurality of pathways.

31. The system of claim 30, wherein said device allows potential consumer to browse the infomercial programming via a plurality of VOD navigation screens.

32. The system of claim 31, wherein the superimposed information includes verification of privacy, return policies, guaranty/warranty, and information on the history of the product or services.

33. A method of providing a video infomercial programming channel comprising the steps of:

- (a) collecting prerecorded video advertising segments from third parties;
- (b) overlaying additional information onto the video advertising segments;
- (c) introducing the resulting video advertising from step (b) into infomercial programming to substantially fill a programming day; and
- (d) distributing the programming.